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**MARTIN & FERRARO, LLP**

ATTORNEYS AT LAW

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**FACSIMILE TRANSMITTAL**

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**TO:**Name: Mail Stop AMENDMENT  
Group Art Unit 2421  
Examiner John R. Schnurr

Firm: U.S. Patent &amp; Trademark Office

Fax No.: 571-273-8300

Subject: U.S. Patent Application No. 09/944,348

Thomas P. Ivanyi

Filed: August 31, 2001

SYSTEM AND METHOD FOR MEASURING  
AND STORING INFORMATION PERTAINING  
TO TELEVISION VIEWER OR USER BEHAVIOR

Attorney Docket No. 132.0005-00000

Customer No. 22882

Confirmation No.: 9772

**FROM:**

Name: Amedeo F. Ferraro, Esq.

Phone No.: 310-286-9800

No. of Pages (including this): 9

Date: December 7, 2009

Confirmation Copy to Follow: NO

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**Message:****CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Amendment and Transmittal Form (in duplicate; \$490.00 total amount to cover the \$490.00 two-month extension fee is to be charged to Deposit Account No. 50-1068), are being facsimile transmitted to the U.S. Patent and Trademark Office on December 7, 2009.



Christine Flores

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FORM PTO-1083

Attorney Docket No.: 132,0005-00000

Customer No.: 22882

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Thomas P. Ivanyi

Serial No: 09/944,348

Filed: August 31, 2001

For: SYSTEM AND METHOD FOR MEASURING  
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Confirmation No.: 9772

Art Unit: 2421

Examiner: John R. Schnurr

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated July 6, 2009 in the above-identified application.

- ☐ No additional fee is required.
- ☒ Applicant hereby requests a two-month extension of time to respond to the above office action.
- ☐ A Terminal Disclaimer is enclosed.
- ☐ An Information Disclosure Statement Under 37 C.F.R. § 1.97(\_\_\_\_) with Form PTO/SB/08 is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE	
TOTAL CLAIMS FEE	11	-	82	**	0	LG=\$52 SM=\$26	\$52	\$0
INDEPENDENT CLAIMS FEE	2	-	8	***	0	LG=\$220 SM=\$110	\$220	\$0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$390 SMALL ENTITY FEE = \$195			\$0
TOTAL								\$0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ The total amount of \$490.00 to cover the two-month extension fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,

MARTIN &amp; FERRARO, LLP

Date: December 7, 2009

By: 

Amedeo F. Ferraro

Registration No. 37,129

1557 Lake O'Pines Street, NE  
Hartville, Ohio 44632  
Telephone: (310) 286-9800  
Facsimile: (310) 286-2795

Transmittal of Amendment 12-7-09

FORM PTO-1083

Attorney Docket No.: 132.0005-00000

Customer No. 22882

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TOTAL CLAIMS FEE	11	-	82 **	0	LG=\$52 SM=\$26	\$62	\$0
INDEPENDENT CLAIMS FEE	2	-	8 ***	0	LG=\$220 SM=\$110	\$220	\$0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$380 SMALL ENTITY FEE = \$185		\$0
TOTAL							\$0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

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